



On the Frontlines

Model for success:

McCain Foods goes tobacco-free

One of Adams County's largest employers is going tobacco-free July 1. McCain Foods, a multinational food processor that employs 450 in Othello, has put together a tobacco-free program that could become a model for other businesses.

"If I had to write up a case study on how to implement a smoke-free policy in a workplace, this would be it," says Julie Thompson, Tobacco Program contract manager. "They are right on track and deserve to be recognized for their systematic and effective approach to helping employees lead healthier lives."

Last year, the company conducted a tobacco-free pilot project in its Maine plant. Based on the success of that project, the world's largest producer of frozen French fries is taking steps to help improve the health of its employees by creating tobacco-free policies at all nine of its United States operations and headquarters in Lisle, Illinois.

In Othello, the company convened a "Tobacco-Free Transition Committee," comprised of plant managers and employees – smokers and non-smokers – to develop a process to make sure the July 1 deadline is met. The company also called in Karen Potts, Adams County Health Department's tobacco prevention coordinator, to provide technical assistance.

After the plant nurse conducted a survey of plant employees to determine the number of employees who use tobacco and who would be interested in cessation support, the committee went to work designing a support program. "They wanted to make some options available to people who wanted to quit before the July 1 tobacco-free deadline," says Potts.

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The company's Employee Assistance Program will reimburse each employee – and dependents living in the same household – up to \$250 for cessation services. Approved services include prescription drugs, nicotine replacement therapy, and hypnotherapy. An on-site cessation support group has already been formed, with 26 employees actively trying to quit.

In addition, smokers who quit and are certified tobacco-free for three months will become eligible for a \$25 per month discount in healthcare premiums, something already available to non-smokers.

"Our smoke-free campus beginning July 1 is another step forward in our company's Health and Wellness Program," said Human Resources Manager Varon Blackburn. "We have great employees here in Othello and we are working together for a healthier future for ourselves and our families."

For more information, contact Julie Thompson at 360-236-3722 or juliet.thompson@doh.wa.gov.

Youth smoking drops by half

Gov. Christine Gregoire and Secretary of Health Mary Selecky recently announced that smoking among Washington youth has dropped by about half since the launch of the state Tobacco Prevention and Control Program in 2000. That translates into around 65,000 fewer youth smokers statewide and about 13,000 youth who will be spared an early death



According to the 2004 Healthy Youth Survey, youth smoking in Washington has dropped to an all time low since the state began tracking it in 1990. Washington continues to be ahead of the nation in achieving lower youth smoking rates.

[Read the press release.](#) [Read the fact sheet.](#)

The latest statewide youth tobacco use data is available at www.doh.wa.gov/tobacco/fact_sheets/programfactsandfigures.htm; youth tobacco use by county data is at www.doh.wa.gov/tobacco/other/countydata.htm.

For more information, contact Mike Boysun at 360-236-3671 or mike.boysun@doh.wa.gov.

Smoke-Free Days of Summer airs again

The Tobacco Program's statewide *Smoke-Free Days of Summer* campaign will air again this summer on Washington Clear Channel radio stations. More than 1,400 spots in major Washington radio markets will begin airing June 1 and run through the end of August.

The campaign, which promotes tobacco prevention and cessation, and UnfilteredTV.com, primarily targets 8- to 18-year-olds, with 19- to 29-year-olds as a secondary audience.

The ads will air on stations with formats ranging from Top 40 to alternative rock and hip-hop to country in all four major media markets. KUBE 93 in Seattle will be the flagship station. Other stations include KCDA, KKZZ, and KIX in Spokane; KEYW, KORD, and KXRX in Tri-Cities; and KFFM and KATS in Yakima.

Four \$500 gift certificates will be given away (one in each market) through a contest on UnfilteredTV.com. People will also be able to sign up by filling out and sending in the back of a station bumper sticker.

In addition, Clear Channel live remotes, sticker stops, Musica (the Hip-Hop Festival at Seattle Center), and other events throughout the summer will include an UnfilteredTV.com presence – either street teams, signage, or distribution of UnfilteredTV.com promotional items.

For more information, contact Scott Schoengarth at 360-236-3634 or scott.schoengarth@doh.wa.gov.

Southwest Washington smoke-free restaurants increase

More than 80 percent of the restaurants in Clark and Skamania counties are now smoke-free, an increase of about 10 percent over 2003, according to a survey used to update the *Guide to Smoke-Free Dining in Southwest Washington*.

The guide, which will be available later this month, lists more than 400 smoke-free restaurants by community and includes quotes from business owners about the benefits of smoke-free establishments.

“We’re hoping our new dining guide, along with the interactive map on www.secondhandsmokesyou.com and media coverage will encourage more places – especially the bars – to make the change,” says Theresa Cross, a health educator with the Clark County Health Department.

For more information on the 2005 *Guide to Smoke-Free Dining in Southwest Washington*, contact Theresa at 360-397-8215, ext. 3178, or theresa.cross@clark.wa.gov.

Hot Topics

Gov. Gregoire protects Washington's kids and taxpayers by vetoing diversion of tobacco prevention funds

[Read the statement](#) by Matthew Myers, president of Campaign for Tobacco Free Kids.

Schools, tobacco companies battle over students

Cigarette companies have stepped up their marketing to college students, but some schools are fighting back. [View the news summary](#) from Join Together Online.

Study: Fewer kids would smoke if states spent more on prevention

Youth smoking rates in the U.S. would be up to 14 percent lower today if states had followed federal recommendations on spending for tobacco prevention and cessation. [View the news summary](#) from Join Together Online.

NASCAR moves from Winston Cup to Nicorette

Having dropped R.J. Reynolds as its main sponsor, NASCAR now has its first sponsor dedicated to preventing smoking: GlaxoSmithKline Consumer Healthcare, maker of Nicorette gum. [View the news summary](#) from Join Together Online.

For the latest tobacco-related news stories, visit www.unfilteredTV.com.

Need to Know

For frequent updates on Need to Know information for Tobacco Program contractors, visit the contractor resources Web home page, which is linked to the main CATALYST Web page.

2005 legislative update

Full funding for the Tobacco Program through fiscal year 2008 was preserved by Gov. Christine Gregoire's line-item veto of a Washington State budget provision that had diverted \$13.9 million from the tobacco prevention account. Otherwise, the recent state legislative session produced mixed results for tobacco prevention and control efforts. Positive outcomes include:

- A 60-cents per pack tax increase on cigarettes, raising the state tax to \$2.025 per pack (although no funding was directed to tobacco prevention).
- Legislation putting the Colville, Cowlitz, Lower Elwah, Makah, and Puyallup tribes on equal footing with many others by allowing taxes on the tribal sale of cigarettes to equal state taxes.
- Establishing licensing and enforcement rules, putting all tobacco products on par with cigarettes. On the downside, the new law lowers the price of other tobacco products to consumers.

The Legislature failed to ban tobacco product sampling, pass a comprehensive statewide indoor smoking ban, enact a higher cigarette tax with funding for tobacco prevention, prohibit Internet tobacco sales, and create outdoor no-smoking zones around public places.

For more information, contact Tom Wiedemann at 360-236-3643 or tom.wiedemann@doh.wa.gov.

Tobacco prevention trainings to be regionalized

The Tobacco Prevention Resource Center (TPRC) will provide contractor trainings on a regional basis – with topic input from contractors in the region – beginning July 1. In the past, trainings were planned and promoted from a central location.

To better meet the training needs of the contractors, the resource center will be managed by Deb Drandoff of Educational Service District 112 in collaboration with other ESDs, which already operate regionally. In May and June, nine ESD tobacco coordinators will be conducting research to determine training and professional development topics with input from local contractors.

The resource center will also coordinate communication among the Tobacco Program's state-wide technical assistance providers – GMMB, Secondhand Smoke Community Assistance Project (SHSCAP), and Northwest Portland Area Indian Health Board – to ensure that local contractors are able to access technical assistance.

In addition, *cessation-related* training and technical assistance that was previously provided by the resource center will be performed under a separate, new contract. Competitive proposals are currently being reviewed with selection of that contractor to be completed by the end of May.

For more information, contact Paul Davis at 360-236-3642 or paul.davis@doh.wa.gov.

Quit line calls erupt with “Stick it to Kick it” promotion

The Tobacco Program's “Stick it to Kick it” promotion has resulted in an 80 percent increase in the number of calls to the Washington Tobacco Quit Line from the young adult target audience in the first three months of 2005. There were 1,355 calls made by 18- to 29-year-olds during this latest three-month period, compared to 749 such calls from October to December 2004.



Washington State Department of Health
Tobacco Quit Line 877-270-STOP (7867)
Free patches or nicotine gum
for smokers age 18-29

Stick it to Kick it

QUITLINE.COM

Through June, Washington smokers between the ages of 18 to 29 can enroll in a free program to quit using tobacco, including nicotine replacement therapy (nicotine gum or a patch) and counseling. The value of the cessation program, including the nicotine gum or patch, is more than \$300, but through this program it's available for free.

“These spectacular increases we’re seeing are the result of grassroots, on-the-ground efforts to target a specific population by our public relations contractor in collaboration with community contractors across the state,” says Julie Thompson, Tobacco Program contract manager.

View the [“Stick it to Kick it” Web page](#).

For more information, contact JulieThompson at 360-236-3722 or juliet.thompson@doh.wa.gov.

Ready to rock!

The Tobacco Prevention and Control Program's innovative *Tobacco Smokes You* partnership with concert promoters *The House of Blues* and the *Seattle Theater Group* continues to add events and products to the exciting summer promotion.

The partnership, publicly announced April 27, locks out tobacco sponsorship dollars for the upcoming concert season in favor of a campaign to educate concertgoers, particularly young adults, about the harmful effects of tobacco and secondhand smoke. The partnership aims to counter the tobacco industry's efforts to associate tobacco use with the "cool" factor of the music industry.

Seven concerts sponsored by the Department of Health have been scheduled, including the Houses of Blues' signature event, the annual *Sasquatch Festival* during Memorial Day weekend at the Gorge, in George, Wash. More information and the opportunity to register to win free tickets to the Sasquatch Festival, Widespread Panic on July 2-3 and Van's Warped Tour on July 9, all at the Gorge, are available at the TobaccoSmokesYou.com Web site.

On April 27, the Department of Health publicly announced the partnership through a [media release](#), resulting in coverage across the state and interviews with Secretary of Health Mary Selecky on television news programs.

For more information, contact Scott Schoengarth at 360-236-3634 or scott.schoengarth@doh.wa.gov.

Disparities Cross-Cultural Institute held

The Tobacco Program is sponsoring its second Cross-Cultural Leadership Institute this spring to help its five disparities contractors mobilize members of their communities to eliminate tobacco-related health disparities.

The first session of the institute, held in mid-April, provided community members an introduction to tobacco prevention and control ("Tobacco 101"). The final four days of the institute, during the third week of May, will include a variety of interactive activities designed to improve leadership skills and foster cross-cultural collaboration between communities.

Following their participation in the institute, community members will carry out tobacco prevention and control projects within their communities. The training is facilitated by APPEAL – Asian Pacific Partners in Empowerment and Leadership – and coordinated by the Tobacco Prevention Resource Center and the Center for Multicultural Health.

Also this spring, the Tobacco Program is assessing the impact of last year's institute through a contract with the Cross Cultural Healthcare Program in Seattle. Evaluation results will be available this summer.

For more information, contact Dave Harrelson at 360-236-3685 or david.harrelson@doh.wa.gov.

Building on Success: The Opportunities Ahead

Building on Success: The Opportunities Ahead, the Tobacco Program's annual conference, takes place at the SeaTac Marriott November 7-9. This year's conference will include the latest best practices and tobacco prevention information, trainings and workshops, national and state keynote speakers, and some very special events to make the conference a memorable experience.



The conference is open to all tobacco prevention partners; Tobacco Program contractors are required to send a representative. The conference is being coordinated by Wright Communications in collaboration with the conference advisory committee.

For more information, contact your contract manager.

Save those photos

The Tobacco Program's annual conference will include a special video recapping the past year of the Tobacco Prevention and Control Program. Photos of tobacco prevention activities and people can be submitted for possible inclusion in the show.

Digital photos smaller than 8 MB total file size can be submitted by email to wright@olywa.net. Larger files (on cd) and photographic prints can be mailed to Wright Communications Inc., 1615 E. Fourth Ave., Olympia, WA 98506. Include return address information if you'd like your submissions returned.

Kick Butts Day big success

More than two dozen Kick Butts Day activities across Washington State on April 13 drew hundreds of youth participants and called attention to the dangers of tobacco use and insidious tobacco industry marketing. In forums ranging from street theater to dances, educational forums to a karate "Kick-a-Thon," youth of all ages helped get out the tobacco prevention message. There were several poster contests for school-aged youth, including one held by the Upper Skagit Indian Tribe with the theme "Proud to be Tobacco Free."



Second-grader Raenal "Rae Rae" Washington, of the Upper Skagit Indian Tribe, displays his award-winning poster, "Be tuff, don't puff."

Access Seattle 2006

The Access Seattle 2006 conference, *Preventing Youth Access to Tobacco: Social Sources – Turning Plans into Action* will be a forum discussion with presentations, workshops, and keynote addresses centered on social sources of tobacco for youth. The conference will be held on April 12-14, 2006.

For more information, visit www.accessseattle2006.org.

Washington State Exemplary Substance Abuse Prevention Awards

Nominations are now being accepted for the 2005 Washington State Exemplary Substance Abuse Prevention Awards. The awards are an opportunity to acknowledge outstanding prevention work – including tobacco prevention – from around the state. The goals of the awards are to:

- Identify exemplary science-based substance abuse prevention programs that can be adopted/adapted by others.
- Recognize outstanding prevention professionals, volunteers, and youths working in the field.
- Recognize media, businesses, and others within local communities who support prevention efforts.
- Focus statewide attention on exemplary substance abuse prevention work.
- Identify programs to consider for nomination in the national awards process.

Nomination packets were recently emailed to all contractors (if you need another copy, let your contract manager know). If you would like to nominate a program, individual, or group, or recognize someone from outside the field who has contributed to substance abuse prevention efforts, complete that application and return by July 31 to:

Shannon Flemister
DSHS-DASA
1212 North Washington, Suite 207
Spokane, WA 99201-2403

For more information about the awards process, contact Julia Greeson, DASA Regional Prevention Manager, at 509-329-3734 or greesjr@dshs.wa.gov.

Local policy development training a success

More than 240 people from across Washington State attended the *Sustaining Prevention through Policy & Organizational Practice Change* training held at the Tacoma Convention Center on April 28-29. The training focused on creating policy at the local level to effectively sustain prevention efforts, and was collaboration between 10 programs of Washington Department of Health and Seattle King County Public Health.

Evaluations from the training showed that many participants appreciated the opportunity to view policy and prevention from a holistic perspective rather than a more narrow approach of one disease or risk factor. The Department of Health plans to build on the cross-program collaboration to continue efforts in local policy creation to improve the health of Washington residents.

Speakers included Department of Health Secretary Mary Selecky, State Health Officer Maxine Hayes, Seattle King County Public Health Director Alonzo Plough, Tacoma Pierce County Health Department Director Federico Cruz, and Larry Cohen from The Prevention Institute in California, who spoke about creating local policies that promote healthy lifestyle decisions.

For more information, contact Paul Davis at 360-236-3642 or paul.davis@doh.wa.gov.

World No Tobacco Day

World No Tobacco Day, a global event that calls attention to impact of tobacco use, takes place May 31. For more information, visit www.wntd.com/about_index.cfm.

Resources

Successes and future detailed in Tobacco Program reports

Declines in smoking among adults, youth, and pregnant women, and progress in reducing exposure to secondhand smoke are detailed in the Tobacco Prevention and Control Program's annual *Progress Report*. The data in the report was compiled from a variety of national and state sources, including the state Healthy Youth Survey, Behavioral Risk Factor Surveillance System (BRFSS), and the Tobacco Program's online reporting system, CATALYST. A committee of seven national and regional research scientists reviewed the data and the methods for obtaining it, and certified the validity of the findings.

The future direction of statewide efforts to eradicate the scourge of tobacco use in Washington State is outlined in *Strategic Priorities Update: Tobacco Prevention and Control Plan for Washington State*. The report, completed after an inclusive yearlong process, provides an overview of strategic priorities that will guide the Tobacco Program and other organizations providing statewide resources and activities during the next three to five years.

The reports are available online at www.doh.wa.gov/tobacco. Scroll down to "Reports" and click on the document you wish to view. Print copies are available through the Tobacco Program Clearinghouse: email your request to tobacco.clearing@doh.wa.gov or contact Jennifer Dodd at 360-236-3966.

For more information, contact Terry Reid at 360-236-3665 or terry.reid@doh.wa.gov.

Tribal posters now available

Two tribal tobacco prevention posters are now available through the Tobacco Program clearinghouse. The posters were originally produced with a Legacy Foundation grant by the Indian education programs of the Clover Park, Fife, and Tacoma school districts. The Tobacco Program recently reprinted them. Email your poster request to tobacco.clearing@doh.wa.gov or contact Jennifer Dodd at 360-236-3966.

For more information, contact Dave Harrelson at 360-236-3685 or dave.harrelson@doh.wa.gov.



Spanish Tobacco Quit Line brochure now available

As part of an ongoing effort to improve access by diverse populations to tobacco prevention services, the Tobacco Program has released a Spanish language brochure promoting the Washington Tobacco Quit Line. Earlier this year, the quit line increased the number of Spanish-speaking specialists available to assist callers. The brochures are available through the Tobacco Program clearinghouse: Email your request to tobacco.clearing@doh.wa.gov or contact Jennifer Dodd at 360-236-3966.

For more information, contact Julie Thompson at 360-236-3722 or juliet.thompson@doh.wa.gov.

Standardized tobacco-free campus signs head to school

More than 16,000 distinctive black and yellow signs with the message, “Welcome to our school! This is a Tobacco-Free, Drug-Free, Weapons-Free campus. Every Day, All Day, by Everyone,” are now being shipped to schools around the state. The



signs, a cooperative effort between the Tobacco Program, the nine statewide Educational School Districts, and the Office of Superintendent of Public Instruction, are available to schools through local Educational School Districts.

One of the main purposes of the free signs is to increase awareness that tobacco is not allowed on school property anytime, including weekends and evenings for community and sporting events. Also, students and families who change schools will now see the same message posted at entrances to school buildings and grounds across the state.

For more information, contact Carla Huyck at 360-2363678 or carla.huyck@doh.wa.gov.

What's new on the road to clean air...an update from SHSCAP

Secondhand smoke materials

- **Business Testimonials:** An updated version of the business testimonial document is now available on contractor Web site under the SHSCAP “What’s New” section.
- **Interactive Map:** There are now 5,853 restaurants listed on the www.secondhandsmokesyou.com interactive dining guide map!

New Research

- **Children Screened for Exposure to Secondhand Smoke:** The American Academy of Pediatrics has recommended pediatricians use specific questions that will help to identify children with high exposure to secondhand smoke. (Groner, J.; Hoshaw-Woodard, S.; Koren, G.; et al., “Screening for Children’s Exposure to Environmental Tobacco Smoke in a Pediatric Primary Care Setting,” *Archives of Pediatrics & Adolescent Medicine* 5(159), May 2005.)

If you’d like assistance on a secondhand smoke related topic or project, contact Tammie Shaw at 509-444-3088, ext. 237, or tammies@hipspokane.org.

Tobacco Prevention & Control Program Clearinghouse

360-236-3966

tobacco.clearing@doh.wa.gov

New clearinghouse items

There are several new items now available through the clearinghouse, in addition to others mentioned on this and the preceding page.

The clearinghouse is now stocking a new “mood” pen. This pen will replace the Quitline.com and UnfilteredTV.com glow pens, which have been discontinued. For the summer we have ordered an UnfilteredTV.com “maze” pen that will not be a regular stocked item.

We also have a limited quantity of “Fight Your Urge to Smoke” banners and posters available. This will be a one-time promotion.

There is also a new Journeyworks publication available titled “Asthma and Secondhand Smoke.”

Send your clearinghouse orders to: tobacco.clearing@doh.wa.gov or contact Jennifer Dodd at 360-236-3966.

For more information, contact Carla Huyck at 360-236-3678 or carla.huyck@doh.wa.gov

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Online Newsletters

[Streethory](#) – American Legacy Foundation’s new youth activism site

[Preventing Chronic Disease](#) – Centers for Disease Control’s online e-journal (click on subscriptions)

[O₂ magazine](#) – Teen Media Futures, educates youth on the issues and industry targeting (located on the unfilteredtv.com site)

[Tobacco Free Press](#) – Association of State and Territorial Health Officials, bimonthly

[TTAC Exchange](#) – Tobacco Technical Assistance Consortium, quarterly tobacco control newsletter

Other Online Resources

American Cancer Society – www.cancer.org

American Heart Association – www.americanheart.org

American Lung Association – www.lungusa.org

Americans for Nonsmokers’ Rights Foundation – www.no-smoke.org

Asian Pacific Partners for Empowerment and Leadership – www.appealforcommunities.org

Centers for Disease Control, Office on Smoking or Health – www.cdc.gov/tobacco

National African American Tobacco Prevention Network – www.naatpn.org

National Center for Tobacco-Free Kids – www.tobaccofreekids.org

National Latino Council on Alcohol and Tobacco Prevention – www.nlcatp.org

Policy Advocacy on Tobacco and Health/The Praxis Project, Inc. – www.thepraxisproject.org

Teen Health and the Media, University of Washington/Washington Department of Health – www.depts.washington.edu/thmedia

Tobacco Technical Assistance Consortium – www.ttac.org

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